



Looking to Back the Pack at Lambeau? Watch Out for Fake Tickets

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Media Contact: Jerad Albracht, 608-224-5007
Jim Dick, Communications Director, 608-224-5020

MADISON – Forget the icy temperatures between now and Sunday’s Packers/Cowboys kickoff...fans seeking game day tickets need to worry less about the cold and more about getting burned. Word is going around about possible fake ticket scams, and the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) asks fans to use common sense when searching for tickets.

“Demand for playoff tickets is huge and scammers know that it is a great time to make an easy buck,” said Sandy Chalmers, Division Administrator for Trade and Consumer Protection. “Buy tickets from businesses or people you know and trust.”

Fraudulent ticket offers often appear on websites like Craigslist and in other classified advertisements. Be leery of too-good-to-be-true offers and any requests for you to pay by wire transfer or pre-paid debit card.

DATCP offers these additional tips to avoid becoming a victim of ticket fraud:

- Try to deal with "official" sources for tickets such as the NFL Ticket Exchange at NFL.com or those that are members of the National Association of Ticket Brokers. These businesses carefully screen ticket offers and take other measures to protect consumers from fraud.
- Legitimate NFL tickets are typically printed on thick, heavy paper with barcodes, holograms and raised ink. Tickets may also include heat sensitive logos that disappear with the touch of a thumb.
- If you are buying from a third-party dealer, ask the seller to e-mail or fax you a copy of the actual tickets before making a payment. Fake tickets may include misspellings, have low-resolution graphics and be short on details about the event. Make sure the ticket information includes the correct date, time, location and seating details.
- Be leery of any tickets that appear to be photocopies. The barcode will only admit one entry, and the code could have been copied from a previous event ticket or could have been used on a number of other fake tickets.
- Use a credit card rather than cash, check or debit card to purchase tickets since it may provide some protection if you do not receive the tickets. However, do not give out your credit card number if you question the legitimacy of the seller.
- If you plan to buy tickets from an online classified ad, ask to meet the seller in person at a police station. If the seller refuses to meet you at a police station, it is likely a scam. Stop the transaction immediately.

For additional information, visit the Consumer Protection Bureau at <http://datecp.wisconsin.gov>, send an e-mail to datecpoline@wisconsin.gov or call the Consumer Information Hotline at 1-800-422-7128.

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